ORDER

WAVY TV

WAVY

Orders	**Order / Rev:**	**198064**		
	Alt Order #:	06841173		
	Product Desc:	8/13-8/20 RESTORE OUR FUTURE		
	Estimate:	341		
	Flight Dates:	08/14/12 - 08/20/12	Primary AE:	Petry Philadelphia
	Original Date / Rev:	08/13/12 / 08/13/12	Sales Office:	P-PHI
	Order Type:	REG	Sales Region:	Nat
Agency	**Name:**	**Mentzer Media Services**		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		600 Fairmount Avenue	Billing Cycle:	EOM/EOC
		Towson, MD 21286	Agency Commission:	15%
Advertiser	**Name:**	**POL/Restore Our Future**		
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PL2	Order Separation:	00:15:00
	Priority:	P2	Advertiser External ID:	
	Revenue Codes:	AGY, POL, POL-ISS	Agency External ID:	IN2570/SP271/TO1326/AL2874/MO967

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/20/12	66	$64,500.00	$54,825.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	66	$64,500.00	$54,825.00	0.00
Totals	66	$64,500.00	$54,825.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share	Share	Total
WAVY	40%	$64,500.00
Market	100%	$161,250.00

Competitive Share	Share	Total
CABLE	0%	$0.00
NFLWS	0%	$0.00
UNKWN	0%	$0.00
WGNT	0%	$0.00
WHRO	0%	$0.00
WPEN	0%	$0.00
WPXV	0%	$0.00
WTKR	27%	$43,537.50
WTVZ	0%	$0.00
WVBT	10%	$16,125.00
WVEC	23%	$37,087.50

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	WAVY	08/14/12	08/17/12	WAVY 6AM News WAVY 6AM News	CM	6a-7a	-TWTF--	:30	4	$1,800.00	P1	0.00 NM	4	$7,200.00
AM NEWS														
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week:		08/13/12	08/19/12	-TWTF--	4	$1,800.00	0.00							
E 2	WAVY	08/14/12	08/17/12	Today Show M-F Today Show M-F	CM	7a-9a	-TWTF--	:30	4	$1,800.00	P1	0.00 NM	4	$7,200.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
				TODAY SHOW										
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
		Week: 08/13/12	08/19/12	-TWTF--	4	$1,800.00	0.00							
E 3	WAVY	08/14/12	08/17/12	Hampton Roads Show	CM	11a-12p	-TWTF--	:30	8	$150.00	P3	0.00 NM	8	$1,200.00
				Hampton Roads Show										
				HAMPTON ROADS SHOW										
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
		Week: 08/13/12	08/19/12	-TWTF--	8	$150.00	0.00							
E 4	WAVY	08/14/12	08/17/12	WAVY News 10 @ Noon	CM	12p-1p	-TWTF--	:30	5	$250.00	P2	0.00 NM	5	$1,250.00
				News 10 @ Noon										
				NOON NEWS										
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
		Week: 08/13/12	08/19/12	-TWTF--	5	$250.00	0.00							
E 5	WAVY	08/14/12	08/17/12	WAVY News 10 @530p	CM	530p-6p	-TWTF--	:30	3	$1,500.00	P1	0.00 NM	3	$4,500.00
				News 10 @530p										
				530PM NEWS										
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
		Week: 08/13/12	08/19/12	-TWTF--	3	$1,500.00	0.00							
E 6	WAVY	08/14/12	08/17/12	WAVY News 10 @6p	CM	6p-630p	-TWTF--	:30	4	$1,800.00	P1	0.00 NM	4	$7,200.00
				News 10 @6p										
				6PM NEWS										
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
		Week: 08/13/12	08/19/12	-TWTF--	4	$1,800.00	0.00							
E 7	WAVY	08/14/12	08/17/12	LN M-F	CM	11p-1130p	-TWTF--	:30	4	$1,800.00	P1	0.00 NM	4	$7,200.00
				M-F News 10 @11										
				LATE NEWS										
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
		Week: 08/13/12	08/19/12	-TWTF--	4	$1,800.00	0.00							
E 8	WAVY	08/14/12	08/17/12	Tonight Show/Jay Leno	CM	1134p-1237a	-TWTF--	:30	4	$400.00	P2	0.00 NM	4	$1,600.00
				Tonight Show w/Leno										
				TONIGHT SHOW										
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
		Week: 08/13/12	08/19/12	-TWTF--	4	$400.00	0.00							
E 9	WAVY	08/17/12	08/17/12	Fri Hour 3	CM	10p-11p	----F--	:30	1	$1,200.00	P2	0.00 NM	1	$1,200.00
				Friday 10p-11p										
				DATELINE										
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
		Week: 08/13/12	08/19/12	----F--	1	$1,200.00	0.00							
E 10	WAVY	08/18/12	08/18/12	WAVY News 10 Sa 6a	CM	6a-7a	-----S-	:30	2	$400.00	P1	0.00 NM	2	$800.00
				WAVY News 10 Sa 6a										
				SATURDAY EARLY AM NEWS										
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
		Week: 08/13/12	08/19/12	-----S-	2	$400.00	0.00							
E 11	WAVY	08/18/12	08/18/12	WAVY News 10 Sa 7a	CM	7a-8a	-----S-	:30	2	$800.00	P1	0.00 NM	2	$1,600.00
				WAVY News 10 Sa 7a										
				SATURDAY AM NEWS										
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
		Week: 08/13/12	08/19/12	-----S-	2	$800.00	0.00							
E 12	WAVY	08/18/12	08/18/12	WAVY News 10 Sat 6p	CM	6p-630p	-----S-	:30	2	$500.00	P1	0.00 NM	2	$1,000.00
				WAVY News 10 Sat 6p										
				SATURDAY 6PM NEWS										
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
		Week: 08/13/12	08/19/12	-----S-	2	$500.00	0.00							
E 13	WAVY	08/18/12	08/18/12	Sa 7-8p	CM	7p-8p	-----S-	:30	2	$300.00	P2	0.00 NM	2	$600.00
				Sa 7-8p										
				ENTERTAINMENT THIS WEEK										
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
		Week: 08/13/12	08/19/12	-----S-	2	$300.00	0.00							
E 14	WAVY	08/18/12	08/19/12	PGA	CM	PGA	-----SS	:30	4	$250.00	P3	0.00 NM	4	$1,000.00
				PGA										
				US AMATEUR GOLF CHAMPIONSHIP										

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E 14	WAVY	08/18/12	08/19/12	PGA PGA	CM	PGA	-----SS	:30	4	$250.00	P3	0.00	NM	4	$1,000.00
US AMATEUR GOLF CHAMPIONSHIP															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:		08/13/12	08/19/12	-----SS	4	$250.00	0.00								
E 15	WAVY	08/19/12	08/19/12	WAVY News 10 Sunday WAVY News 10 Sunday 7a	CM	7a-8a	------S	:30	1	$800.00	P1	0.00	NM	1	$800.00
SUNDAY AM NEWS															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:		08/13/12	08/19/12	------S	1	$800.00	0.00								
E 16	WAVY	08/19/12	08/19/12	Today Show Su Today Show Sunday	CM	8a-9a	------S	:30	1	$1,200.00	P1	0.00	NM	1	$1,200.00
SUNDAY TODAY SHOW															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:		08/13/12	08/19/12	------S	1	$1,200.00	0.00								
E 17	WAVY	08/19/12	08/19/12	Meet the Press Meet the Press	CM	9a-10a	------S	:30	1	$1,500.00	P1	0.00	NM	1	$1,500.00
MEET THE PRESS															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:		08/13/12	08/19/12	------S	1	$1,500.00	0.00								
E 18	WAVY	08/19/12	08/19/12	WAVY News 10 Sun 6p WAVY News 10 Sun 6p	CM	6p-7p	------S	:30	2	$500.00	P1	0.00	NM	2	$1,000.00
SUNDAY 6PM NEWS															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:		08/13/12	08/19/12	------S	2	$500.00	0.00								
E 19	WAVY	08/19/12	08/19/12	NFL Pre-Season Game NFL Pre-Season Game	CM	NFL Pre-Season G	------S	:30	2	$2,500.00	P2	0.00	NM	2	$5,000.00
PRE-SEASON NFL															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:		08/13/12	08/19/12	------S	2	$2,500.00	0.00								
E 20	WAVY	08/19/12	08/19/12	LN Su WAVY News 10 @11 Sun	CM	11p-1130p	------S	:30	1	$1,800.00	P1	0.00	NM	1	$1,800.00
SUNDAY LATE NEWS															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:		08/13/12	08/19/12	------S	1	$1,800.00	0.00								
E 21	WAVY	08/20/12	08/20/12	WAVY 6AM News WAVY 6AM News	CM	6a-7a	M------	:30	1	$1,800.00	P1	0.00	NM	1	$1,800.00
AM NEWS															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:		08/20/12	08/26/12	M------	1	$1,800.00	0.00								
E 22	WAVY	08/20/12	08/20/12	Today Show M-F Today Show M-F	CM	7a-9a	M------	:30	1	$1,800.00	P1	0.00	NM	1	$1,800.00
TODAY SHOW															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:		08/20/12	08/26/12	M------	1	$1,800.00	0.00								
E 23	WAVY	08/20/12	08/20/12	Hampton Roads Show Hampton Roads Show	CM	11a-12p	M------	:30	2	$150.00	P3	0.00	NM	2	$300.00
HAMPTON ROADS SHOW															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:		08/20/12	08/26/12	M------	2	$150.00	0.00								
E 24	WAVY	08/20/12	08/20/12	WAVY News 10 @ Noon News 10 @ Noon	CM	12p-1p	M------	:30	1	$250.00	P2	0.00	NM	1	$250.00
NOON NEWS															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:		08/20/12	08/26/12	M------	1	$250.00	0.00								
E 25	WAVY	08/20/12	08/20/12	WAVY News 10 @530p News 10 @530p	CM	530p-6p	M------	:30	1	$1,500.00	P1	0.00	NM	1	$1,500.00
530PM NEWS															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:		08/20/12	08/26/12	M------	1	$1,500.00	0.00								
E 26	WAVY	08/20/12	08/20/12		CM	6p-630p	M------	:30	1	$1,800.00	P1	0.00	NM	1	$1,800.00

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				WAVY News 10 @6p News 10 @6p										
	6PM NEWS													
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
	Week:	08/20/12	08/26/12	M------	1	$1,800.00	0.00							
E 27	WAVY	08/20/12	08/20/12	LN M-F M-F News 10 @11	CM	11p-1130p	M------	:30	1	$1,800.00	P1	0.00 NM	1	$1,800.00
	LATE NEWS													
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
	Week:	08/20/12	08/26/12	M------	1	$1,800.00	0.00							
E 28	WAVY	08/20/12	08/20/12	Tonight Show/Jay Leno Tonight Show w/Leno	CM	1134p-1237a	M------	:30	1	$400.00	P2	0.00 NM	1	$400.00
	TONIGHT SHOW													
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
	Week:	08/20/12	08/26/12	M------	1	$400.00	0.00							
												Totals	66	$64,500.00